

Abstract

A thesis on analysis media communication of selected microbreweries explores the relationship between small brewing companies and media. The work focuses on selected small businesses, offering to consume their own beer on-site production, ie., breweries whose part is the restaurant operation. The thesis depicts the first principles of marketing and media communications and a brief history of beer brewing in the Czech Republic. It also discusses the particular selected Prague microbreweries and evaluates elements of their presentation and promotion in traditional and new media. Chapters are dedicated to quantitative and qualitative research, which familiarize readers with theoretical knowledge of these surveys, the design of the questionnaire survey and its results. Similarly, also provide information regarding the implementation and results stemming from interviews with representatives of selected microbreweries within qualitative research. In conclusion, based on the acquired knowledge and research, a set of recommendations are provided for the improvement of marketing communication media for each of the microbreweries.